



R. J. Reynolds. **Fax**

Date 10/09/97

Number of pages including cover sheet 2

TO: Ralph Vitale
Pathmark Stores Inc.

Phone

Fax Phone 908-499-3170

FROM: G. N. Kuruc, Jr.
R. J. Reynolds Tobacco
Company
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Phone 908-225-4774

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CC:

REMARKS: ☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please Comment

Recommended planogram for store # 556, City Line Avenue

51846 4341

Pathmark Stores

4 x 4- 7 shelf (3 shelf/24 row glass enclosure)

Pathmark # 556
City Line Ave., Phila, PA

PM	PM	RJR
PM	PM	RJR (20)LIG(4)
PM	PM	LOR
NF (6)PM(7)	B&W	

4 FT 13 ROWS

4 FT 13 ROWS

8 FT 24 ROWS

COMPANY	Share of Fixture	TOTAL ROWS
RJR	25%	44
P M	52%	91
BAT	8%	13
LOR	13%	24
L&M	2%	4
TOTALS	100%	176

RJ Reynolds Tobacco Company

Approved By :

Date :